

Supplemental Appendix A: Survey Questions

Items measured between November 20, 2014 and January 14, 2015:

Exposure to Harry Potter books:

Which of the following **books** have you read, either in full or in part? For each of the seven book titles, respondent indicated if they have not read it (0), read it in part (.5), or read the entire book (1). Each individual's scores were summed across the seven books.

Exposure to Harry Potter movies:

Have you seen any of the Harry Potter **movies**? If so, which ones?" Respondents were shown a chronological list of the movies and indicated for each which they had seen (1) and which they had not (0). Each individual's scores were summed across the eight movies.

Attitudes Toward Outgroups

We'd like to get your feelings about some groups in American society using a feeling thermometer. Using the feeling thermometer, how would you say you feel about...

Muslims

Homosexuals

Opposition to Punitive Policies: (Cronbach's alpha =.76).

Do you favor or oppose the death penalty?

- Strongly favor the death penalty (1)
- Somewhat favor the death penalty (2)
- Somewhat oppose the death penalty (3)
- Strongly oppose the death penalty (4)

The best way to deal with the threat of terrorism is to hunt down and kill all the terrorists.

- Strongly agree (1)
- Somewhat agree (2)
- Somewhat disagree (3)
- Strongly disagree (4)

The use of torture against people suspected of involvement in terrorism is acceptable.

- Strongly agree (1)
- Somewhat agree (2)
- Somewhat disagree (3)
- Strongly disagree (4)

Index formed by taking the mean across all three policy attitudes.

Social Dominance Orientation: (Cronbach's alpha =.70)

There are many kinds of groups in the world: men and women, ethnic and religious groups, nationalities, political factions. How much do you support or oppose these ideas about groups in general?

1. In setting priorities, we must consider all groups.
2. We should not push for group equality.
3. Group equality should be our ideal.
4. Superior groups should dominate inferior groups.

Items were measured on an extremely oppose (1) to extremely favor (10) scale. Social Dominance Orientation was constructed by taking the mean across the four items.

Items measured between January 22, 2016 and February 8, 2016:

Attitudes Toward Trump:

"Please rate Donald Trump on a thermometer that runs from 0 to 100 degrees. Rating above 50 means that you feel favorable and warm toward him, and rating below 50 means that you feel unfavorable and cool." (missing values for "Don't know who person is" or "Don't know enough about him").